

PUBLIC TESTIMONY

N.J.A.C. 6A:9, Professional Licensure and Standards

Proposed Licensing Change: Phase V

6A:9-11.17 Comprehensive Business Education and

N.J.A.C. 6A:9-5.20 Computer literacy in Subchapter 5, General Certification Policies

Submitted to the New Jersey State Board of Education

May 16, 2007

Annette Beckerman, Past President

New Jersey Business/Technology Education Association

Thank you for this opportunity to address the New Jersey State Board of Education with the New Jersey Business/Technology Education Association concerns regarding licensure.

1. Phase V proposed change - 6A:9-11.17 Comprehensive Business Education. (Please see attachment 1.)

NJBTEA has some questions about the language and changes for the requirements of the Comprehensive Business Education endorsement.

The Comprehensive Business endorsement/certificate is included in the current N.J.A.C. 6A:9, Professional Licensure and Standards code, and the current Business Education Endorsements/Authorizations and Requirements document appears on the State of New Jersey education Web site. (Please see attachment 2.)

http://www.state.nj.us/education/educators/license/endosements/business_d.pdf

The Comprehensive Business education endorsement can be seen on the fourth page of the authorizations and requirements document. However, additional language has been added to the Phase 5 amendments at 6A:9-11.17 Comprehensive Business Education:

(a) In addition to the requirements in N.J.A.C. 6A:9-8.1, to be eligible for the CE, CEAS or standard certificate with the Comprehensive Business endorsement, the candidate shall complete a major in business, business education or 30 coherent credits in business study to include study in each of the areas listed below:

- | | |
|--|-------------------------------------|
| 1. <u>Bookkeeping and/or accounting;</u> | 4. <u>Marketing;</u> |
| 2. <u>Business law;</u> | 5. <u>Keyboarding (typing) and;</u> |
| 3. <u>Economics/finance;</u> | 6. <u>Computer applications</u> |

The word "or" included into the authorizations and requirements area changes the meaning of the requirements and will permit any person who has a CE, CEAS or standard certificate to take 30 coherent credits in business study from the list above and then receive the endorsement if they have the other certification requirements for

the CE, CEAS, or standard certificate. A candidate might not satisfy the required 12 credits in Accounting that are needed to teach Accounting, or the 15 credits in Marketing required to teach Marketing, or the 15 credits in Computer Applications required to teach Computer Applications.

- Can an individual who does not have a business or a business education degree obtain a Comprehensive Business Education endorsement with only 30 additional credits from the list on attachment 1 after satisfying all other certification requirements?
- Will this candidate be able to teach Accounting, Marketing, Computer applications, or Office Systems Administration?
- Does the candidate then need to take 12 credits in accounting, 15 credits in marketing, 15 credits in Computer applications, and 15 credits in Office administration, office systems technology?

If we add in the credits needed for the Business: finance, economics/law endorsement, the candidate would need an additional 12 credits. The total credits needed in order to obtain the Comprehensive Business Education endorsement would then be 69 credits – not 30 credits.

- Will the credit requirements to obtain business education endorsements change if the Phase V amendment 6A:9-11.7 Comprehensive Business Education code is approved?

2. N.J.A.C. 6A:9-5.20 Computer literacy.

NJBTEA continues to have concerns about this code. At the NJBTEA Spring Conference, May 10, 2007, several business educators had concerns about students in middle school and high school who are being taught computer literacy by teachers who are not licensed in a field that is computer/technology related. These professional educators mentioned to me that physical education, art, music, family and consumer science, and preschool educators are teaching computer literacy and computer applications in their school districts. N.J.A.C. 6A:9-5.20 is causing a great deal of confusion and anxiety, and at the same time, is permitting unlicensed, uncertified individuals to teach vital skills.

N.J.A.C. 6A:9-5.20 Computer literacy is also in the Professional Licensure code, but it is located in Subchapter 5, General Certification Policies. Many business educators are very upset because anyone in their school district who has a CE, CEAS, or a standard certificate can be appointed by their school administrator to teach computer applications or computer literacy if the individual can demonstrate proficiency in current computer programs and their applications!

- What criteria are these school administrators using to determine an individual's proficiency with current computer programs and their applications?
- How competent are the administrators in their use of current computer programs and their applications to be able to determine an individual's proficiency with current computer programs?

N.J.A.C. 6A9-5.20 is called "Computer literacy," and inside the description, the text includes "current computer programs and their applications." These teachers do not have a license or endorsement to teach computer applications nor do they have the training and/or work experience. The students in middle school need to exhibit proficiency in their use of current computer programs and applications--based upon Standard 8.1, Computer and Information Literacy. How can all students in New Jersey by 8th grade demonstrate the broad range of computer and information literacy proficiencies that colleges and employers are demanding?

If the purpose of N.J.A.C. 6A:9 is a standards-based, rigorous system of licensure, designed to support and improve student achievement of the Core Curriculum Content Standards, to improve the quality of the New Jersey educator workforce, and to improve student performance, why then is the text for the rule at N.J.A.C. 6A:9-5.20 Computer literacy in Subchapter 5, General Certification Policies? Why aren't these individuals required to apply for the business/technology education endorsement at N.J.A.C. 6A:9-9.2(a) 9i (5) Business: computer applications and business-related information technology?

The Core Standard 8.1, Computer and Information Literacy, identifies the strands and cumulative progress indicators students will accomplish using computer applications and technology tools. If computer literacy is important enough to be a standard, then should it not be important enough for the teacher to have a specific license to teach this area?

NJBTEA sincerely appreciates your dedication and diligence to career and technical education. We look forward to the opportunity to work with the New Jersey State Department of Education and the New Jersey State Board of Education to continue our dialog and resolve the issues addressed today.

Annette Beckerman, NJBTEA Past President
 38 William Penn Circle
 Medford, NJ 08055
 Phone: (609) 953-5762 Fax: (609) 953-5941
 Msbeck9698@aol.com

Proposed Licensing Change: Phase V

Presented to the State Board of Education, April 2007

6A:9-11.17 Comprehensive Business Education

(a) In addition to the requirements in N.J.A.C. 6A:9-8.1, to be eligible for the CE, CEAS or standard certificate with the Comprehensive Business endorsement, the candidate shall complete a major in business, business education or 30 coherent credits in business study to include study in each of the areas listed below:

1. Bookkeeping and/or accounting;
2. Business law;
3. Economics/finance;
4. Marketing;
5. Keyboarding (typing) and;
6. Computer applications.

**BUSINESS EDUCATION ENDORSEMENTS
AUTHORIZATIONS AND REQUIREMENTS**

Business education/business-related technologies: Endorsements in these content fields authorize the holder to teach business education and business-related technologies in all public schools.

**CROSSWALK OF NEW BUSINESS ENDORSEMENTS VERSUS
OLD ENDORSEMENTS**

<u>New Endorsement</u>	<u>Old Endorsement Equivalent</u>
<p>(1301) Business: accounting: This endorsement authorizes the holder to teach accounting, bookkeeping, finance and investment, business mathematics and exploration of related careers;</p> <p>The candidate needs a degree in business or business education to include a minimum of 12 credits in accounting</p> <p align="center"><u>OR</u></p> <p>30 coherent credits in business study to include a minimum of 12 credits in accounting.</p> <p>Examples include: principles of accounting, intermediate accounting, taxation, and auditing.</p>	<p>Bookkeeping and Accounting endorsement (1310)</p>
<p>(1302) Business: finance/economics/law: This endorsement authorizes the holder to teach finance and investment, economics, law, banking and insurance, business mathematics, business communications; business management, business organization and exploration of related careers;</p> <p>The candidate needs a degree in business or business education to include 6 credits in economics, 3 credits in finance and 3 credits in law</p> <p align="center"><u>OR</u></p> <p>30 coherent credits in business study to include 6 credits in economics, 3 credits in finance and 3 credits in law.</p>	<p>General Business Studies endorsement (1320)</p>

(1303)

Business: keyboarding and data entry: This endorsement authorizes the holder to teach keyboarding, computer data entry, word processing and exploration of related careers:

Typewriting endorsement (1340)

The candidate needs to hold a business certificate and complete a course in keyboarding and/or word processing applications. Montclair State University (MSU) offers courses in keyboarding and word processing. MSU also offers a course in electronic document production which focuses on keyboarding at a high level of competency. The candidate may submit a letter from the college faculty member of the business department verifying proficiency in typing.

(1304)

Business: computer applications and business-related information technology: This endorsement authorizes the holder to teach business-related software applications, safety and security policies pertaining to computer use, emerging hardware and operating systems, file management, legal issues related to computer use, and exploration of related business occupations;

Data Processing endorsement (1311)

The candidate needs to have a degree in business or business education to include 15 credits in any of the following areas

OR

30 coherent credits in business study to include 15 credits in any of the following areas.

A major in one of the following areas would also fulfill the study requirements.

1. Management Information Systems
2. Business Related Computer Classes
3. Database Concepts for Business
4. Information Management
5. Decision Support Systems for Business
6. Computer Management
7. Systems Analysis for Business
8. Computer Networks in Business
9. Database Development for Business
10. Business Computer Programming
11. Computer Science

(1305)

<p>Business: office administration/office systems technology: This endorsement authorizes the holder to teach office organization, word processing, speed writing, business communication, office and administrative support practices and procedures, keyboarding data entry and exploration of related business occupations; and</p> <p>The candidate needs to have a degree in business or business education to include 15 credits with study in managing office systems/office systems administration, keyboarding/word processing, business communications and business related programs/software.</p> <p>OR</p> <p>30 coherent credits in business study with 15 of the 30 credits to include study in managing office systems/office systems administration, keyboarding/word processing, business communications and business related programs/software.</p>	<p>Secretarial Studies endorsement (1330)</p>
<p>Marketing education: This endorsement authorizes the holder to teach marketing occupations including sales, advertising and retailing, global marketing, entrepreneurship and exploration of related business occupations.</p> <p>The candidate needs a degree in marketing, business, business education or 30 coherent credits in business study with a minimum of 15 credits in marketing. Marketing includes marketing distribution, retailing, sales promotion, entrepreneurship, advertising and color and design textile.</p>	<p>Marketing Education (2560) – same endorsement</p>

(2560)

<p>(1300)</p>	<p>Comprehensive business: This endorsement authorizes the holder to teach accounting, banking and insurance, business computer applications, business law, business communications, business mathematics, economics and finance, entrepreneurship: international business; keyboarding; business management; business organization, marketing; office administration/office systems technology; and exploration in business related careers.</p> <p>The candidate needs a degree in business or business education to include 30 coherent credits in business study including a minimum of 12 credits in bookkeeping and accounting, and courses in business law, economics, finance, keyboarding (typing), and computer applications.</p>	<p>Comprehensive business (1300) - same endorsement</p>
<p>Marketing Education (2500) - same endorsement</p>	<p>Marketing education: This endorsement authorizes the holder to teach marketing occupations including sales, advertising and retailing, global marketing, entrepreneurship and exploration of related business occupations.</p> <p>The candidate needs a degree in marketing, business, business education or 30 coherent credits in business study with a minimum of 12 credits in marketing. Marketing includes marketing distribution, retailing, sales promotion, entrepreneurship, advertising and color and design.</p>	<p>(2500)</p>